BROADCAST FROM

The New York Office 404 East 55th Street, New York

Number 14 Issued July 15, 1933

MUST BOOK

September 8

De La Roche, Mazo — THE MASTER OF JALNA — Little, Brown

The combined factors of another Jalna book, Mazo de la Roche, and a big advertising and promotion campaign indicate a sure market for THE MASTER OF JALNA, the fourth of the Whiteoaks' saga. There is an established fan gallery for this strange family, and the new novel has Renny as the central figure, forty six, indubitably head of a turbulent family, wearying a bit of Alayne, and turning more and more to the mistress of the neighboring Fox Farms. Here we have the first break in the family, of Renny's generation, in the death of Eden. And we find Wakefield approaching maturity and finding himself victim of calf love for Pauline. There is less of plot, perhaps, than in the others. It is more like meeting old friends and acquaintances, picking up dropped threads. And yet, for those who have not read the preceding books, there is vital interest at once in each and every member of the clan. A book to sell to the Jalna readers, and to the Galsworthy crowd. $2.50

PROBLEMATICAL BOOKS

Fiction

July 25

McPherson, G. — GREY COTTAGE — Macmillan

A book for serious readers, seeking the symbolic, metaphysical type of thing. "Grey Cottage" signifies the escape from life to beauty, and is the home of the artist, Michael Donnelly, who dares not let life touch him, and to whom four in succession turn to satisfy their needs. Then, finding himself dissatisfied, he sets out in quest of a new philosophy and reality, preferably in the person of the one woman he cannot achieve. His growing pains are a bit trying, and the central plot is rather thin. Not for a wide audience. $2.00

July 27

Byrne, Donn — THE ISLAND OF YOUTH — Appleton-Century

A posthumous collection of short stories, most of which have appeared in periodicals, and few of which touch the high water mark of Donn Byrne's work. Romance, occasional irony, varied settings, and - for the most part - present day periods. The title story is the best, - the story of an idealist and gentleman - adventurer - soldier and of his search for the fountain of youth and his finding it in the love of a girl. The Portrait of Marion Long is the best of the seven remaining shorter stories, - the conflict of a love that was greater than fame, of another love that was less than a career, and of a third love that put all else aside, and won. $1.75

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July 28

Harrison, Samuel B. YONDER LIES JERICHO Appleton-Century

A quite extraordinary first novel, which should put the author in the front ranks of promising newcomers. Texas of post-Civil War days is the background, and the story brings the reader up through three generations to the present. The central character, an unprepossessing little Jew who faces the world with a pack of merchandise on his shoulders, and who stays to build the fifth largest department store in the state of Texas, is one of the most amazing characters found in recent reading. There is, throughout, the conflict of Jew versus Gentile, from a new angle, perhaps. A vigorous tale, pioneering of a fresh kind, essentially American, and abundantly human. $2.00

August 11

Train, Arthur NO MATTER WHERE Scribner

A circulating library item, primarily. The plot deals with the effect of the Kreuger and Toll bubble on a rich young man and his expensive fiancée, of his departure for pastures new, and of his discovery that there are girls in the world willing to start at the bottom rung of the ladder, and to face the fact that it might be possible to find contentment under $75,000 a year income. $2.00

August 18

Beer, Thomas MRS. EGG AND OTHER BARBARIANS Knopf

A collection of six stories over which, says the author, he got into trouble "with educators, middle Western matrons, a celebrated female philanthropist, upper New York squireens and literary busybodies." The first fiction in book form from Thomas Beer for five years, but those who met Mrs. Egg and old Van Eck in 1927 will be glad to have them in permanent form. Highly stylized, essentially for the sophisticates, entertaining and wholly original. Don't sell to your conservative readers, but rather to your Huxley followers. $2.50

August 24

Barretto, Larry THREE ROADS FROM PARADISE Farrar & Rinehart

A facile pen which makes easy reading for hammock days (are there still hammocks, for solo occupancy plus a book?). A house on 38th Street, New York, is the setting for recurrent marital tragedies in three successive generations. The plot is well worn, but the changing background is adroitly interwoven, and the changing manners and morals bring the reader up sharply against a fundamental basic weakness in humanity, especially of the feminine gender. For circulating libraries. $2.00

Montgomery, L. M. PAT OF THE SILVER BUSH Stokes

Mrs. Montgomery still has the design for ANNE OF GREEN GABLES in hand, but has lost the blend of proper ingredients. This story is all sugar, no spice, and Pat lacks Anne's reality. Sentimentality in abundance, for the uninitiated adolescent and the old ladies, who will love to read of Pat kissing the flowers goodnight until the parsley bed yields her a baby. Only Judy, the Irish servant, saves the day, by contributing the grace of a sense of humor. Circulating libraries. $2.00

August 25

Gale, Zona — OLD FASHIONED TALES — Appleton-Century

Those who seek the homespun quality of MISS LULU BETT in Zona Gale's work, or the poetic symbolism of PAPA LA FLEUR will be disappointed at the mediocrity of her short stories, as evidenced by this collection, most of which have appeared in magazines. They deal with average people of the upper middle class; the problems are those of the conflict of two generations, the clash between the old morality and the new, the attempts to reconcile personality to shifting circumstances. They lack the quality that most of us associate with her work - that ability to draw sharply defined characters. The best of the group (if you want to read one as a sample) is Lovell's Gilded Heel, the story of a motion picture magnate who tries to show his home town what life is outside, and succeeds in showing himself that the home town has other ideas about the subject. $2.50

September 1

MacDonald, Sheila — THE OUTSIDER — Coward, McCann

Don't look for a repetition of SALLY IN RHODESIA or this book will disappoint you. It lacks the humor and charm of that earlier book, and is simply an average novel, with certain elements that may lead to wider popularity than the other, but certainly to a less discriminating public. The title designates a father and daughter, both "outsiders" according to the lights of their neighbors in South Africa. The father, a boor, a bully and a drunkard, has brought the child up without benefit of woman, since the death of his ill-mated pathetic little wife; the girl, hoydenish, lacking education in either manners or morals, turns into a beautiful young woman, with a feeling for the finer things, and no equipment or background. A youthful love affair, a marriage with a man much older than herself, and eventually the upsetting of her emotional applecart by the return of her lover, constitute the story. $2.00

Parmenter, Christine W. — THE LONG QUEST (Sept 15) — Crowell

The Emilie Loring readers and the Temple Bailey fans will like this new Parmenter story. It is the old theme of twin brothers, separated in childhood, brought up in different environments, and yet always seeking each other, and finally reaching their goal. A slender story, but interesting in the telling. $2.00

Miller, Caroline — LAMB IN HIS BOSOM — Harper

First runner-up in the Harper prize contest, and the book of the six which, I understand, were sent to the judges, to which this reader would have awarded the prize. A book that compares very favorably with SOUTH MOON UNDER, both in tempo and background, though the period is an earlier one. The saga of a Georgia pioneer family, poignant, poetic, intangibly appealing, and yet not for a moment lacking in vigor and virility and power. The plot is tenuous, the interest centers in the weaving of the pattern of life and death, of love and hate, of small things such as the annual trip to the coast, the planting and harvesting of the crops, the preparation for marriage, almost from birth. The characterizations live vividly in memory long after the story has faded. A moving vital tale, a book which will live. If it is a first published novel, the author has given herself a long and arduous schooling, for the book has none of the earmarks of inexperience. A book which your discriminating public will want to own, not to rent. $2.00

September 12

Holtby, Winifred — MANDOA, MANDOA! — Macmillan

A unique book, one of the exciting books of this period, and one which has already created a sensation in England. It strikes a wholly new note in the

catalogue of books about Africa, in books about anywhere, for that matter! One can not make out whether it is satire - or humor - or tragic drama. Almost there is a Gilbert and Sullivan motif in this depicting of a black principality, tinged with European civilization as evidenced by the ephemeral contacts of a stranded motion picture group, of some films left behind, of the training the Lord High Chancellor acquired at Addus Abada, - but still essentially a race and civilization apart, until Princes Tours, Ltd. decides to investigate the possibilities of Mandoa as a new field for exploitation for the jaded traveler. Then the troubles begin. It makes good reading, with plenty of humor, with an ironical touch in the showing up of serious-minded investigators, looking for trouble on the moral plane. A book that is assured a good press, and that the publishers are backing with a big advertising appropriation and ample publicity. $2.00

September 13

Hopkins, Stanley THE LADIES Harper

Here's a book that should be read by a member of the staff, as it is a hard book to place in a brief paragraph. Extremely well done - yet one wonders whether it should have been done at all. A pathological study of a family of women, introverts, sex starved, socially considering themselves above their neighbors, and therefore cutting themselves off from ordinary human contacts. One gets three generations, in the process of the story, and one feels criminally negligent in not snatching from the jaws of worse than death, the girl who is willingly shutting herself in with her unbalanced elders. A new sort of slant on a small Southern town. $2.00

September ~~15~~ 22

Mitchell, Ruth Comfort OLD SAN FRANCISCO Appleton-Century

An addition to the series in which OLD NEW YORK and OLD CHICAGO have been the most successful. This is frankly disappointing, machine made and artificial. The first slim volume, Blue for True Love is the best of the four, a story of the '40s, the end of the Spanish dominion, the coming of Fremont and Kit Carson, and the clash of bloods - Spanish and Gringo - in the person of a lovely girl...The '50s are exploited in a story called Fire, which deals with the period when San Francisco was a mush-room town, the center of the riff raff of the gold rush, and constantly being burned to the ground...Then come the '60s, Curtain, and the love story of a young Southerner and a little organist, of the boy's passing infatuation for the actress, Ada Isaacs Menken, and of the patriot preacher, David Starr King...Last, the '70s, in Tell Your Fortune, days of bursting bubbles, unstable banks, and the tragic fall of Robert Cranston. Ambrose Bierce plays a part, cynical and unreal. $5.00

Burt, Struthers ENTERTAINING THE ISLANDERS Scribner

A story of the West Indies, with the atmosphere laid on with a trowel, and not going below the surface. However, it gives a glamor which will make the story itself more appealing to a certain type of reader, but which will annoy those who know the Caribbean at first hand, and not as casual tourists. The plot deals with love in varied aspects, and it gives Struthers Burt a chance to philosophize at some length, and to embroider the theme with decorations which do not belong very fundamentally to the actual story. However, it is a good tale, well told, and has elements of sure popularity with the better type of circulating library reader, and a chance for a good over-the-counter sale. Not up to FESTIVAL, however. (It is a very prepossessing looking book, a big asset on the counter). $2.50

September 18

Bowen, Marjorie DARK ROSALEEN Houghton, Mifflin

A fictionized biography of one Lord Edward Fitzgerald, and his lovely wife, daughter of the Duc D'Orleans, exile from France after the Revolution. They go to

his home in Ireland, but are not allowed to remain in peace, as he is virtually forced into the position of leader of the rebels and member of a secret society plotting with France against England. It is a bitter tale, not one of ardent patriotism and willing sacrifice, and the plot comes to a disastrous end, and Lord Edward dies of his wounds in jail. Historical fiction with a biographical basis, graphically told, and authentic in spirit and fact. But not a book for light reading. $2.00

September 22

Orcutt, William D. CHANGING PATTERNS Dodd, Mead

Not an important book, nor one that will interest a wide public. In fact its sale will be largely among those who are interested in Boston, in the essence of the Boston point of view, and in the close adherence to the Boston pattern. It is a story of the pattern of life, shifting, changing, in the lives of two families - but chiefly in the life of one man, who had divorced his wife on faint suspicion, and who goes through the rest of his life trying to build a philosophy for himself. $2.00

NON FICTION

July 20

Gibbons, John OLD ITALY AND NEW MUSSOLINILAND Dutton

Not a guide book, but a travel book of Italy, - Rome and north. A book with a motive, the searching out of the effect on the life and land and people of the new regime. In the process, the author visits the high spots, and many out of the way corners, and succeeds in arousing a nostalgia in any reader who knows and loves Italy. On finishing the book one feels a keener interest in and sympathy with what Mussolini has accomplished than before, and an appreciation of the reforms he has instituted in sanitary matters, educational, and agricultural. One senses that here is a whole nation under military rule, however, with the creation of a new Italy out of the old as the end, and a certain ruthlessness in the means. Sell to people interested in Mussolini, and to travelers, both those going to Italy and those staying at home. $2.00

Thomas, Jean THE TRAIPSIN' WOMAN Dutton

Such was the name given Jean Thomas by the mountaineers of Kentucky whom she knows probably better than any other woman not born and bred among them. As secretary to a circuit judge, she had unique opportunities for studying them, and she approached them with sympathy, friendship and keen appreciation of their finer qualities. She has presented them here with cinema conciseness, and excellent reporting of their curious speech and local tales. There wont be a large audience for this, but it should have a certain appeal to those interested in Americana. $2.50

August 1

Tead, Ordway & Metcalf, Henry C. McGraw-Hill

LABOR RELATIONS UNDER THE RECOVERY ACT 2.00

Valenstine, Lawrence & Weiss, E. B. Whittlesey

BUSINESS UNDER THE RECOVERY ACT 2.50

Timely books which should be sold jointly, the one creating a plus sale for the other. The first aims to supply practical guidance and a working manual for employers, executives of trade associations, personnel managers and trade union leaders, and to give public spirited citizens a clear picture of the human elements in-

volved in the operation of the new act. Handles the problems of development of "company unions" and collective bargaining dealings, answers questions as to advisability and practicality of various forms of joint dealing, supplies practical hints on what is shown to be good practice in the field...The second book endeavors to show Mr. Average Business Man how the provisions of the Act will influence the determination of his individual business policies. Particularly his merchandising, selling and advertising programs. It gives the background of circumstances leading up to the Act, follows this with a concise statement of the Act itself, and then goes on to tell how, presumably, the new wage levels, working hours, production limitations, and price regulations will influence merchandising policies, advertising policies and selling policies. Other chapters deal with the relation of the wholesaler, the retailer and the manufacturer to the Act. Finally the weaknesses and the dangers of the Act are discussed...These two books should be drawn to the attention of all business executives in manufacturing and mercantile companies, to trade association secretaries in the locality, and to Chamber of Commerce executives. Each $2.00

August 7

Rusby, Henry H. JUNGLE MEMORIES Whittlesey

Here is a chance for the sort of book that MICROBE HUNTERS is - and the chance doesn't come off. An American pharmacist tells of his adventures in South America in 1885 when on a mission concerned with the commercial possibilities of a new drug, now known as cocaine. Full of delightful incidents and fascinating stories, but the romance and imaginative aspects are lost in the dry, matter-of-factness of the telling. The descriptions of flora and fauna are almost like laboratory reports, but the sidelights on the people are, in spite of themselves, intensely interesting. A book that might have been good for a wide sale, but that is unlikely to be more than a reference book on library and scientific shelves. $3.50

August 15

Willemse, Capt. Cornelius W. A COP REMEMBERS Dutton

BEHIND THE GREEN LIGHTS had a fair sale, and will make a sure market for this. A policeman tells his story - and a good one it is, a vivid picture of life on the New York force a few years ago. An intensely human story, with sidelights on the Elwell case, current kidnappings, graft, racketeering, white slavery, blackmailing, and so on. Although his own experience dates back to the close of the last century, the story is never an old one, and the way it is told makes good reading. $3.00

August 24

Mehnert, Klaus YOUTH IN SOVIET RUSSIA Harcourt, Brace

A clear, straightforward, honest picture of the part youth is playing in Soviet Russia, told by a young German who himself was seeking inspiration to take back to Germany. Born in Russia, he spoke Russian and made friends readily, so he learned his lessons first hand, by living with the Russian boys and girls. He tells of the "elite" among them, to be sure, and describes the student hostels, the new education - its inspiration and its danger; the Komsomol and its part in the industrial and economic plan; the literature of propaganda; the stage and the arts; the collectivised villages; travel; the early communes and the changes; morality, culture, religion. He is frank in his criticism, open in his endorsement of much that is being done, and gives various sides of the picture, so that the reader can judge much for himself. A book that those knowing little of the Russian plan can read with profit and enjoyment, and that will present a new facet to those who are initiated. $2.00

August 24

Overstreet, H. A. WE MOVE IN NEW DIRECTIONS Norton

A book that should be called to the attention of the man and woman who is not seeking a profoundly technical analysis of underlying social and economic motives governing present conditions, but who wants a clear, thoughtful presentation of the way in which changes are coming about in our personal viewpoint and social responsibility. Whither are we tending? The book is based on a popular course of lectures delivered last season at the New School of Social Research. The new industrialism has created new problems, and new problems must be met out of experience. Social insurance, scaled income tax, responsibility of capital for labor, the use of leisure balance of wealth, creation of public wealth, all tend toward a more social viewpoint, the shift from individualism to socialization of life and thought. Not particularly nor startlingly radical, but sane, thoughtful and provocative. $3.00

August 25

McCullough, John H. A MILLION MILES OF SAIL Dodd, Mead

"As accurate as a scale model", writes a man versed in sea lore and practice. "An adequately done sea yarn, authentic and interesting, the narrative of a long life in sail. Gives a true picture of life in a wind jammer, by an old time Blue Nose sailor who has wrung a lot of salt out of his mittens in his time. Readers of GRAIN RACE and lovers of sea literature will find it interesting." The story is that of Captain Dixon, who went to sea before he was ten, and has been, during much of his career, a scientific observer, who kept accurate records. The book is illustrated with original photographs, taken by Captain Dixon. $3.00

September 1

Stein, Gertrude THE AUTOBIOGRAPHY OF ALICE B. TOKLAS Harcourt, Brace

A book that is going to cause some annoyance and much discussion. Is Alice B. Toklas a real person? Yes, she is, very much so, secretary and companion and close friend of Gertrude Stein for many years. Why the title? Because Alice Toklas was always threatening to write her autobiography, which, Gertrude Stein knew, would in essence be her biography, based on a close intimacy. When the writing was postponed repeatedly, Gertrude Stein announced that she would do it herself. This is the result. This the title. Explain it to your customers if you can. The text is really Gertrude Stein's autobiography, though it gives a delightful background of Alice Toklas, a background of sympathy, cooperation, friendship, and life made up of little things such as cooking and sewing, and making the wheels go round. As a biography of Gertrude it is fascinating. One gets a vivid swift picture of a childhood in Allegheny, Pennsylvania, and in Europe; of college days at Radcliffe and at Johns Hopkins studying medicine. After 1907 she lived with her brother in Paris and one meets Piccasso, Matisse, Juan Gris - the moderns who were trying to make the world see what they saw. And there were many from the writing world, too, Sherwood Anderson, Van Vechten and others. She was always writing, always worried because the world did not understand her. So lucid and sympathetic a study is this, that one feels one could go back to her writings and understand them now. There is no affectation here, none of the stream of consciousness method. Intensely interesting, and should have more than a moderate sale. $3.50

September 14

Dulles, Foster Rhea LOWERED BOATS Harcourt, Brace

A chronicle of American whaling, which draws on the best sources for its basis. Has a complete bibliography which should be of interest to collectors of sea literature. Lacks the flavor of personal narrative, and would not have a general appeal. Rather a "compendium of useful information" on whaling. $3.00

Special Note On Books Postponed From Spring

September 1

Millin, Sarah Gertrude — CECIL RHODES — Harper

Reported February 1st for March 22nd publication. A brilliant piece of writing, as well as a revealing study of the man and his times. $3.75

September 14

Boyd, Joyce — MY FARM IN LION COUNTRY — Stokes

Reported January 15th for late February publication. An utterly absorbing account of life on the edge of African jungle. Don't miss it. $3.00

Thomas, Lowell — OLD GIMLET EYE — Farrar & Rinehart

Scheduled for late August, but no galleys available. Extracts indicate that this life of Smedley D. Butler is going to be good reading. More anon. $2.50

RECOMMENDED MYSTERIES

July 27

Taylor, Phoebe Atwood — THE MYSTERY OF THE CAPE COD PLAYERS — Norton

An Asey Mayo mystery, with no sophisticated sleuthing, but natural Yankee keenness. A good story, with a real Cape flavor. For all fans. $2.00

August 1

Phillpotts, Eden — THE CAPTAIN'S CURIO — Macmillan

Those who like Phillpotts' type of mystery, with the solution outside the ken of any present, will like this. English setting. Murder by glass splinter. $2.00

August 4

Cohen, Octavus Roy — THE TOWNSEND MURDER MYSTERY — Appleton-Century

A dialog mystery, already used over many months on the radio, and enormously popular. A murder, four darky servants take a hand, straightforward detecting. $2.00

August 7

Carr, John Dickson — THE MAD HATTER MYSTERY — Harper

A murder with a cross bow on the Tower of London. Solved by a "professional amateur" of the whimsical school. A good story. $2.00

August 25

Rhode, John — THE CLAVERTON AFFAIR — Dodd, Mead

Good enough, but not breath taking. Another Dr. Priestley story. $2.00

August 31

Didelot, Roger Francis — MURDER IN THE BATH — Lippincott

A gangster yarn of murder in a large Parisian hotel, with French detectives, and a fancy ending, saved by unique touches. $2.00

September 6

Vandercook, John W. — MURDER IN TRINIDAD — Doubleday, Doran

An exciting drug traffic mystery, which indirectly involves two murders, thirteen years apart. The setting is a swamp, on the edge of Trinidad. $2.00

RECOMMENDED JUVENILES

(Note: Starred titles are especially recommended. Arrangement by type of book, not date).

PICTURE BOOKS

July 25

Hogan, Inez — NICODEUMUS AND THE HOUN' DOG — Dutton

How the little darky acquired a houn' dog. $1.00

August 21

Flack, Marjorie — THE STORY ABOUT PING — Viking

** Kurt Wiese has made enchanting pictures for this delightful Marjorie Flack picture story book about a Peking duckling who lived on a houseboat. $1.00

September 7

Kunhardt, Dorothy — JUNKET IS NICE — Harcourt, Brace

A nonsense picture book with a guessing element in it and the repetition children love. May get a good break and go over well. $1.00

PICTURE STORY BOOKS

August

Field, Rachel — JUST ACROSS THE STREET — Macmillan

A friendly little story about the people on a block and how they got together to save the old antique dealer from losing his cigar store Indian. $1.50

Hader, Berta & Elmer — SPUNKY — Macmillan

** The story of a Shetland pony, with illustrations in the FARMER IN THE DELL strain, the best story and best pictures the Haders have done. $2.00

Geijerstam, Gustave af — MY BOYS — Viking

** Two very real little boys, aged 7 and 9, spend the summer at the shore, in Sweden. Universal in appeal, and delightfully illustrated with lithographs. $2.00

REPRINTS

Already Published

Stockton, Frank R. THE CASTING AWAY OF MRS. LECKS AND MRS. ALESHINE Appleton-Century

A new edition of an old favorite, with very satisfying illustrations by George M. Richards, thirty-eight in all. Designed for the Junior Guild. $2.50

September 15

THE SCRIBNER $1.50 ILLUSTRATED CLASSICS

** The best news of the season. These have always been good value at $2.50. Now at $1.50 - with no cheapening of quality or change in appearance, they should take place at the head of the list of good value. Check your stock and order now.

BOOKS FOR OLDER BOYS AND GIRLS

July 12

Lowitz, S. & A. YOUNG AMERICA'S STORY OF FRANKLIN D. ROOSEVELT Doubleday, Doran
MAN OF ACTION

An adequate and friendly biography, which paints a sympathetic picture of the president, from infancy to the inauguration. $1.75

July 25

Bullard, Marion MR. M'TAVISH Dutton

The story of a runt, a Scotty who "used his bean" and of the boy and girl who owned him. Amusing and appealing, though not strikingly original. $1.00

August 16

Burrough, R. J. MYSTERY HOUSE Longmans, Green

Another Smiley Adams story, which means plenty of punch and conviction, ample adventure, and enough mystery to keep up the excitement. $1.50

August 30

Medary, Marjorie PRAIRIE ANCHORAGE Longmans, Green

** A story of pioneering in the '50s, and of a Nova Scotian family which came by sailing boat to New York, and from there to the Idaho prairies by train and boat and wagon. A vigorous picture of an adventurous crossing and of life in the prairie wilds, with Hannah, a girl of sixteen, the central figure. Illustrated by Gincano. $2.00

Note These Changes In Publication Dates

Beals, Carleton - THE CRIME OF CUBA (Lippincott) from July 13 to August 10
Wentworth, Patricia - WALK WITH CARE (Lippincott) from July 27 to August 10